

Know Your Audience First: *Before Using Social Media Marketing*



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So you say you know your audience?

You think you know what they want ...

... but your social media accounts feel like desert islands.



SO ... Content First, Social Media Marketing Second

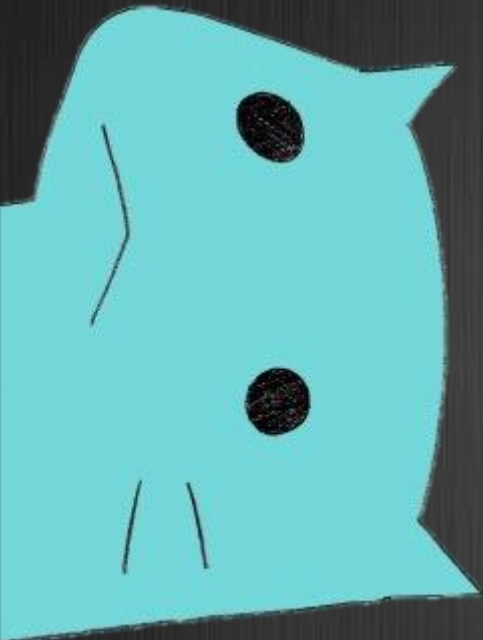


"If advertisers spent the same amount of money on improving their products as they do on advertising then they wouldn't have to advertise them."

- Will Rogers, 1920's cowboy celebrity

Get to know your audience – do some research.

*Let's get to
know each other
a little better ...*



For example:

- What content do they expect from your brand?
- Why do they like some content, but not other content?
- Which specific words, phrases and styles appeal most?
- What would they change about your content?

THEN ... Tell a Unique Story that gets Attention, Interest, Desire and, Action

“By aligning the content you publish with your customer’s interests, you naturally attract inbound traffic that you can then convert, close, and delight over time.”

– [hubspot.com](https://www.hubspot.com)

Just remember ...

"You can have brilliant ideas, but if you can not get them across, your ideas will not get you anywhere."

- Lee Iacocca, Past President, CEO and Chairman of Chrysler



Thank you!

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